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DGTL
Initiated by the European Institute
of Innovation and Technology
VENTURE PLATFORM
FROM RESEARCH TO MARKET

28DIGITAL AT A GLANCE

28DIGITAL is a partnership organization. With an ecosystem of 400 digital innovators, most of our programs and initiatives are made in collaboration with them.

We are bringing together academia, research and innovation. In doing so we are aligned with the European Commission's priorities for competitiveness, sovereignty, and sustainability.

30+
Projects in 23-24

400+
Partners involved

€1,5B
Funds raised by 28DGTL supported scaleups

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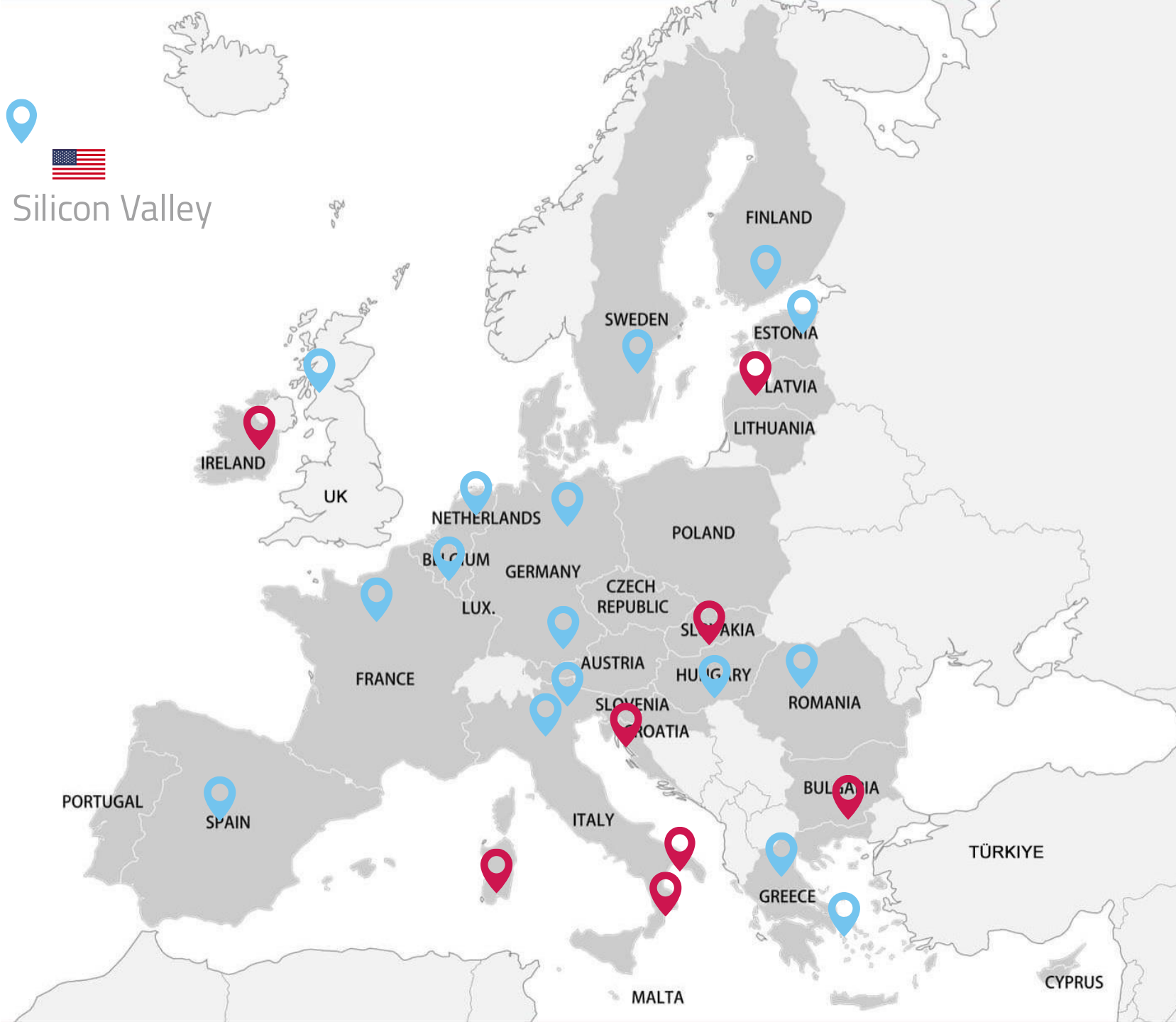
BOOTS ON THE GROUND ACROSS EUROPE AND US

Existing

Planned



28DGTL PROGRAMS

ACADEMIA — **Education**
Master School
Summer Schools
Professional School

SPIN Programs

PRE-VENTURE — **Unipreneurship**

PRE-SEED — **Incubation**
Venture Incubation Program
Mentor Me
SpeedMaster NextGen

SEED — **Acceleration**
Open Innovation Factory
Speed Master
Mentor Me Advanced (Pilot 2026)

SERIES A & B — **Growth**
Access to Finance
US Landing Program

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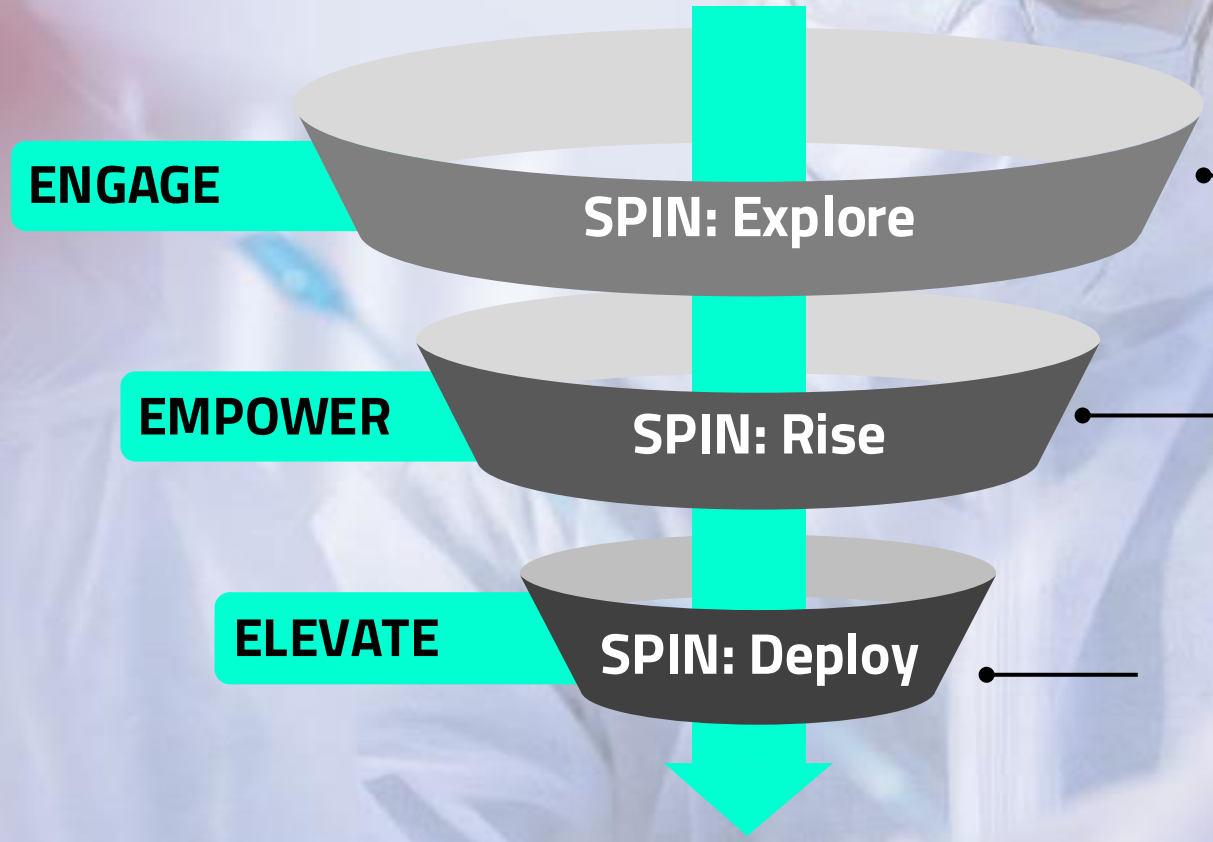
VENTURE PLATFORM

From research to market.
A journey for deep-tech scientist.
An opportunity for investors.

VENTURE PLATFORM: 3 LAYERS

RESEARCH-DRIVEN TECHNOLOGIES



END-TO-END PIPELINE FOR DE-RISKING INVESTMENTS

Online activities to engage and mentor deep-tech scientists and inspire an innovation community

Preincubation program for developing business skills and IP valorisation, generating high-potential SPIN Alumni

Multilayered consultancy for SPIN Alumni providing access to EIC grants and Venture services, making research projects investable

MARKET-DRIVEN TECHNOLOGIES FOR PRIVATE SECTOR

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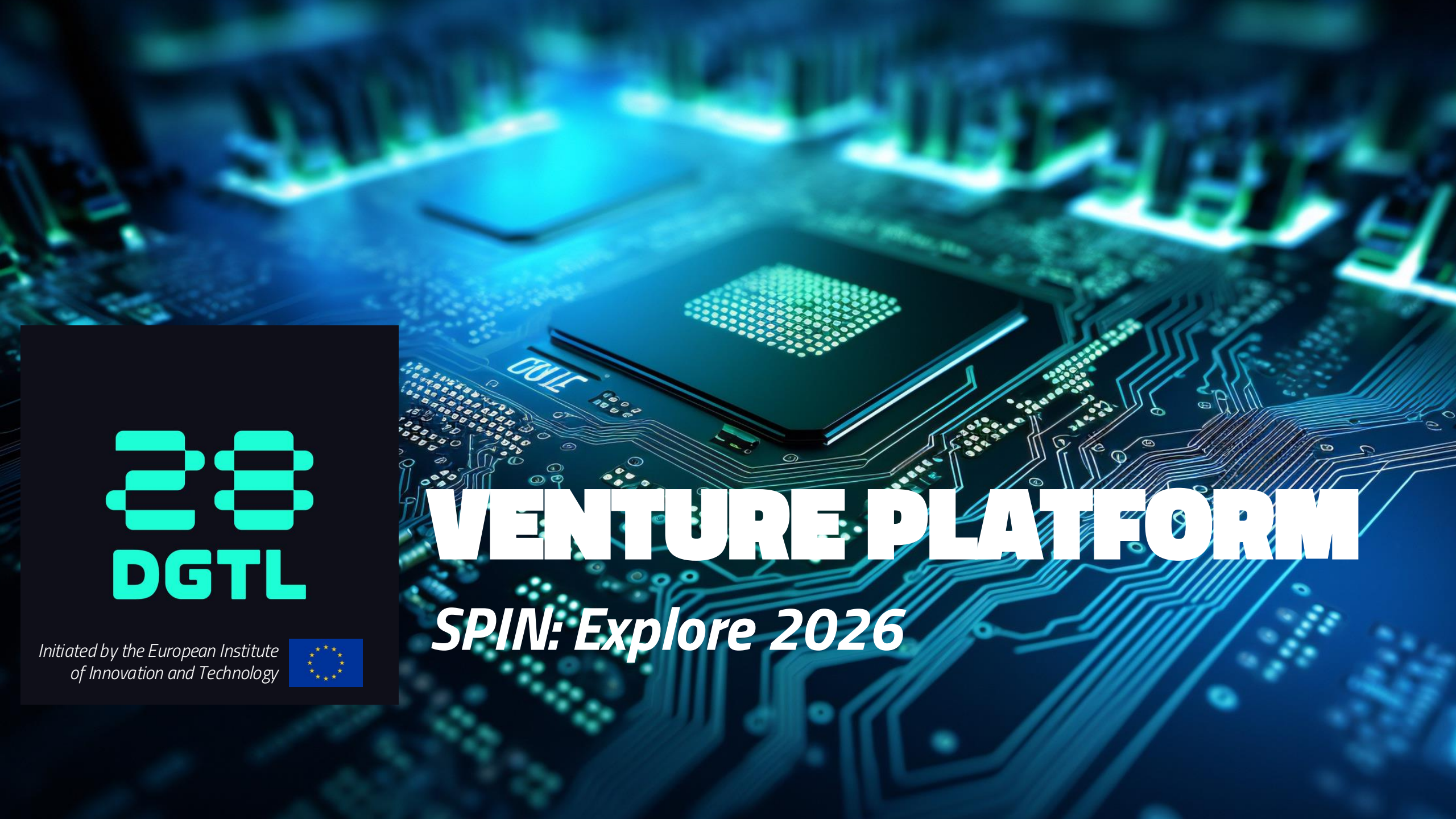
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VENTURE PLATFORM
SPIN: Explore 2026

PROBLEM STATEMENTs:

1. You're generating breakthrough research, but unsure how to turn it into real-world impact.
2. You have promising IP or a patent opportunity without a roadmap to build a spin-off or startup around it.
3. You're a PhD candidate or postdoctoral researcher exploring what's next beyond academia.

SPIN: Explore 2026

Your research has a future beyond the lab

A sector-agnostic online programme for researchers who want to EXPLORE how their work can create impact

6	85%	9 hours
LIVE SESSIONS	ATTENDANCE	DURATION
Online format	Required for the **EIT-labelled** certificate	June 9 – 25, 2026

APPLY NOW →

LEARN MORE

Free to attend ▪ Limited places ▪ EIT-labelled learning experience

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SPEAKERS AND SESSIONS

Module I
Unlock Your Potential

Session 1.1

Eva Sandström Halén

Bridging Science and Business

Tue, June 9, 2026
14:00–15:30 CEST

Session 1.2

Steve Mullen

Find Your Value

Thu, June 11, 2026
14:00–15:30 CEST

Module II
Validate The Core

Session 2.1

Stephan Botz

Find Your Problem–Solution Fit

Tue, June 16, 2026
14:00–15:30 CEST

Session 2.2

Ritalba Lamendola

Build Your Case

Thu, June 18, 2026
14:00–15:30 CEST

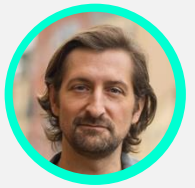
Module III
Strategize for Impact

Session 3.1

Manuel Hösle

Find Your Market

Tue, June 23, 2026
14:00–15:30 CEST



Session 3.2

Mirko Bischofberger

Art of Communicating Science

Thu, June 25, 2026
10:00–11:30 CEST

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MODULE I — UNLOCK YOUR POTENTIAL

Session 1: Bridging Science and Business

Understand the full commercialisation pathway from discovery to market. Explain the role of a TTO. Apply the Innovation Readiness Level (IRL) framework to their own research. Identify one viable commercialisation pathway.

Session 2: Find your Value

Apply the Lean Canvas Business Model and other business-building tools introduced by an expert practitioner. Understand how these models will be used by scientists across the course. Begin mapping their research to commercial contexts and identify the problems.

Module I Learning Outcome

- Understand commercial potential without disrupting scientific identity.
- Apply the IRL framework and Lean Canvas Model to identify one viable commercialisation pathway and the problems their science can solve.

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MODULE II — VALIDATE THE CORE

Session 3: Find your problem-solution fit

Diagnose pain points and user needs using structured problem-framing techniques. Distinguish scientific problems from market problems. Apply basic problem-diagnosis methods including user interviews and needs mapping. Identify key user groups their research could serve.

Session 4: Build your case

Engineer a clear value proposition using the Value Proposition Canvas. Differentiate technology features from user benefits. Identify the "jobs to be done" for their target users. Produce a one-paragraph value proposition and evaluate it against investor and TTO criteria.

Module II Learning Outcome

- how to turn research into a credible problem-solution fit without losing scientific rigour.
- Diagnose user needs, distinguish scientific from market problems, and produce a clear value proposition.

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MODULE III — STRATEGIZE FOR IMPACT

Session 5: Find Your Market

Identify and prioritise early adopters for their Deep Tech innovation. Apply market segmentation frameworks. Map the relevant ecosystem: industry partners, regulators, investors, end users. Develop a hypothesis about first-mover market segments and a path to initial traction.

Session 6: Art of Communicating Science

Translate complex science into compelling narratives for non-scientific audiences. Apply science storytelling and communication techniques. Develop a strategy for engaging stakeholders, funders, and industry partners beyond traditional academic communication.

MODULE III Learning Outcome

- How to position and communicate Deep Tech innovation without losing scientific credibility.
- Map the relevant ecosystem, identify early adopters, and translate complex science into compelling narratives that engage stakeholders, funders, and industry partners.

WHO SHOULD APPLY

Open to researchers at every stage of their career.

TARGET AUDIENCE

- **PhD Candidates**
  Early-stage researchers ready to explore commercial potential
- **Postdoctoral Researchers**
  Seeking to bridge academia and industry
- **Senior Researchers**
  Experienced scientists looking to maximise impact
- **All Disciplines in deep tech areas**
  Open to all deep tech research backgrounds and fields

KEY FACTS

- **No prior business experience required**
  Learn commercialisation from scratch
- **Free to attend**
  No cost, limited places available
- **Certificate upon completion**
  Attend 5 of 6 sessions to qualify
- **EIT-labelled learning experience**
  Recognised by European Institute of Innovation & Technology

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WHAT YOU WILL GAIN

By the end of the programme, you will have a clear framework to:

6 live sessions

9 hours total

Interactive online sessions with expert practitioners in Deep-Tech commercialisation.

Practical frameworks

Lean Canvas & Value Proposition

Apply business models specifically designed for research-based innovation.

Problem solution fit

User interviews & needs mapping

Diagnose pain points and validate assumptions with structured techniques.

Drafting value proposition

Investor & TTO-ready

Engineer a compelling value proposition that resonates with stakeholders.

Elaborate your market focus

Segmentation & ecosystem mapping

Identify early adopters and map the innovation ecosystem.

Science communication

Beyond academia

Translate complex science for non-technical audiences.

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TIMELINE

Don't miss your chance to transform your research into real-world impact.

KEY DATES

Mark your calendar

Applications Close	5 June 2026	
Submit before deadline		5 PM CET
Course Starts	9 June 2026	
First live session		14:00 CEST
Course Ends	25 June 2026	
Final session		10:00 CEST

READY TO APPLY?

Limited places available

Rolling Review Process

Applications are reviewed on a rolling basis. Submit early to secure your place before the deadline.

Certificate of Completion

Attend at least 5 of 6 sessions to receive your certificate as part of an EIT-labelled learning experience.

APPLY NOW →

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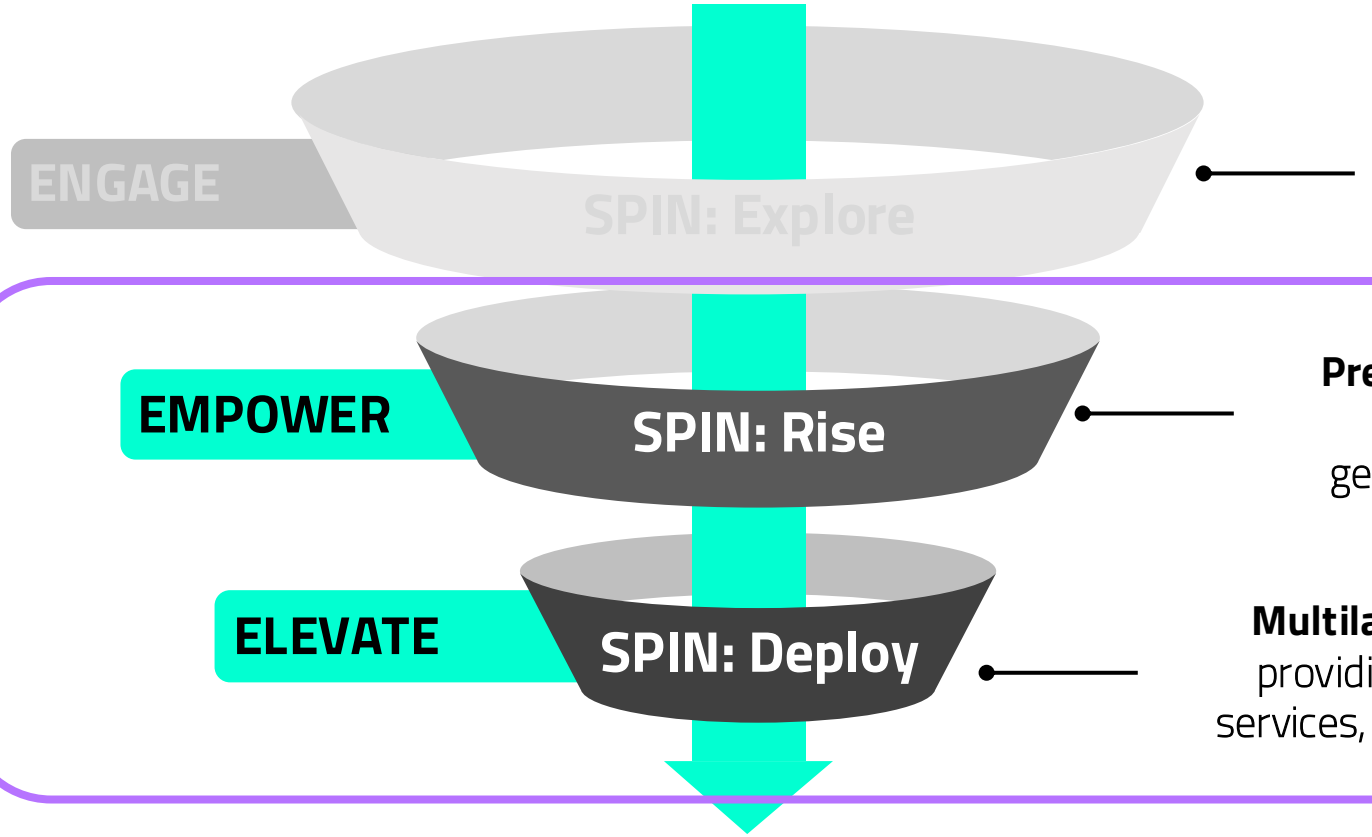
WHAT'S NEXT

RESEARCH-DRIVEN TECHNOLOGIES

END-TO-END PIPELINE FOR DE-RISKING INVESTMENTS



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MARKET-DRIVEN TECHNOLOGIES FOR PRIVATE SECTOR

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SPIN Rise

PROGRAM DETAILS

FORMAT
6 WEEKS ONLINE +
IN PERSON BOOTCAMP

GOAL
BUILDING COMMERCIAL PATHWAYS AND BUSINESS MODELLING

ELIGIBILITY
25 RESEARCHERS COMPLIANT WITH SPECIFIC SELECTION CRITERIA

OUTCOME
PITCH CONSOLIDATION & TEAM BUILDING TOWARD INCUBATION

6 WEEKS ONLINE TRAINING

Cluster I — Framing the Opportunity

- **Week 1** *Fundamentals & Strategic Imperative*
- **Week 2** *Know your rights and IP management*

Cluster II — Laying the Foundations

- **Week 3** *Building your value proposition*
- **Week 4** *Find your market & regulation*

Cluster III — Building the Strategy

- **Week 5** *Business model and MVP design*
- **Week 6** *Creating a roadmap & go-to-market*

BOOTCAMP HOSTED BY A BUSINESS SCHOL

DAY1 *Half day*
Networking reception and program introduction

→

DAY2 *Full day*
Training and venture team creation
Researchers + MBA graduates

→

DAY3 *Full day*
Workshops to refine value proposition
Pitch session & selection of top teams

SPIN Rise

2025 EDITION

SECTOR SPECIFIC

4
Programs delivered

121
Participants across EU

29%
Female participants

BESPOKE

1
Program designed for

NEST
NETWORK FOR ENERGY SUSTAINABLE TRANSITION

20
researchers trained

SPIN Deploy

OFFERING DETAILS

FORMAT
POST SPIN RISE SUPPORT IN A CONSULTANCY FORMAT

GOAL
GETTING MULTILAYERED SUPPORT FOR LAUNCHING YOUR BUSINESS

ELIGIBILITY
ACCESS LIMITED TO SPIN GRADUATES ONLY

OUTCOME
GETTING DE-RISKED AND INVESTABLE BUSINESS

RESERVED TO SELECTED SPIN ALUMNI ONLY

DEPLOY YOUR IDEA

1. **EIC Grants**
   Proposal writing, submission and grant agreement preparation
2. **Corporate partners**
   28DGTL supports in finding industry partners
3. **Venture building-as-a-service**
   Services for startup creation, IP & legal, market entrance and MVP creation
4. **Venture Capitals**
   Facilitating access to a network of pre-seed VCs

WHY SCIENTISTS NEED SPIN

SPIN Explore

WHAT: a FREE OF CHARGE online course for up to 50 researchers.
HOW: 9 hours of online mentoring for **engaging and inspiring scientists**, creating a community of innovators.

SPIN Rise

WHAT: a FREE OF CHARGE pre-incubation programme for 25 academic researchers.
HOW: 6 weeks online + bootcamp (all inclusive) for **empowering scientists** with entrepreneurial skills and commercialisation pathways.

SPIN Deploy

WHAT: FREE OF CHARGE support for preparing EIC grants and accessing venture building services.
HOW: elevating scientists through facilitated access to EIC grants and venture builder services.

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CONTACT US

https://28digital.eu/spin/

spin@28digital.eu

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THANK YOU
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